ABSTRACT OF THE INVENTION

A system and method are provided for producing one or more unique account names in response to a user request, or in response to a user attempting to adopt another name that is unavailable. When performed in response to a user request, the method includes the steps of combining a randomly selected word element, such as an affix or adjective, and a randomly selected stem, such as a noun, to produce a random account name, and comparing the name with a list of existing account names to determine if it is unique. If so, the unique name is provided to the user for acceptance. Additional unique names can be produced by the same or a different method so that the user is presented with a plurality of unique names for consideration. For example, if the user attempts to adopt a name that is unavailable, a unique modified account name can be produced that is based on the name entered by the user. The modified name is produced by combining the requested name or a stem thereof with a randomly generated word element or a numerical seed to produce an alternate account name, comparing the name with the list of existing account names to determine if it is unique and, if so, providing it to the user for acceptance.